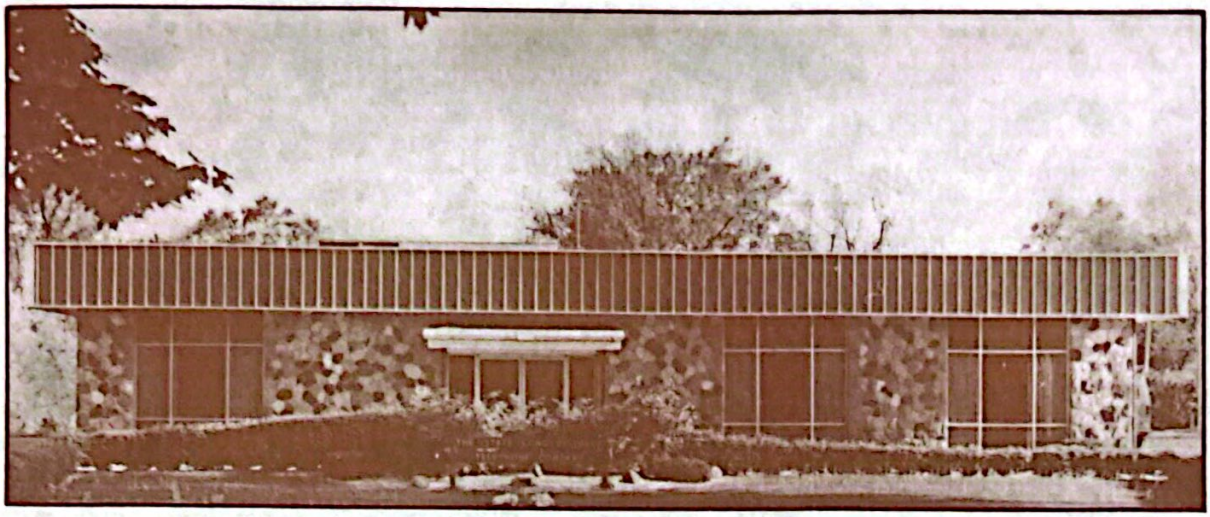


Open House

February, 1984

State Long Distance Telephone Co.
216 West Walworth
Elkhorn, Wisconsin 53121

Welcome

The State Long Distance Telephone Company is pleased to welcome you to our 1984 Open House. With this booklet, and our tour of offices, we will guide you through the past progress of our company, and into the future, insofar as we can project it at this time.

Seldom before has a major industry faced the challenge of coping with the sweeping changes which have occurred during the past few years in the telecommunications industry. Because of federal deregulation, and the advent of competition and divestiture, the future of the industry as a whole is uncertain.

What is certain, however, is that we will be different than we were yesterday. Although growing and changing rapidly, the telephone industry remains basically vital. The telephone has become the mainstay of our society, compressing time and distance, impacting social and economic life everywhere.

State Long Distance will face these future uncertainties and challenges in accord with its commitment to this community. That is -- assuring all who rely on our service for business, social or emergency needs, that we will continue to work to provide rapid, reliable, affordable communications service.

We welcome you to see how we have been fulfilling that commitment in the past, and how we will continue to provide new opportunities and services to our subscribers in the future.

Where We Have Been

1900 Charles Wiswell, H.C. Hackney & others meet in Elkhorn to bring telephone service to rural areas, and State Long Distance Telephone Company is organized. First exchange located over Frank Carswell Variety Store, downtown Elkhorn.

1903 Swan, Wiswell, Stratton, Renner & others buy out promoter's interest. Elkhorn area boasts of one telephone for 2 out of every 100 persons.

Company's net earnings for fiscal year - $329.45. A good telephone man earns 27¢ per hour.

Wiswell elected president. No officers receive a salary for first 15 years of company operation.

New telephone company offices located over the Princess Annex, downtown Elkhorn.

1906 State Long Distance purchases Elkhorn exchange of Walworth County Telephone Company.

1916 State Long Distance purchases old jail, corner of North Church and West Court as new home of expanding company.

Company operations carried out by two men, and a chain-drive truck with horse and wagon back-up.

1928 Wiswell & Swan emerge from telephone company stock war retaining independent control of company.

1929 Howling sleet storm sends 250 company poles to the ground.

1932 Public Sevice Commission of Wisconsin established to develop & maintain state regulatory controls over telephone industry.

1934 Congress creates Federal Communications Commission and decrees challenge of providing universal communications service to all persons nationwide.

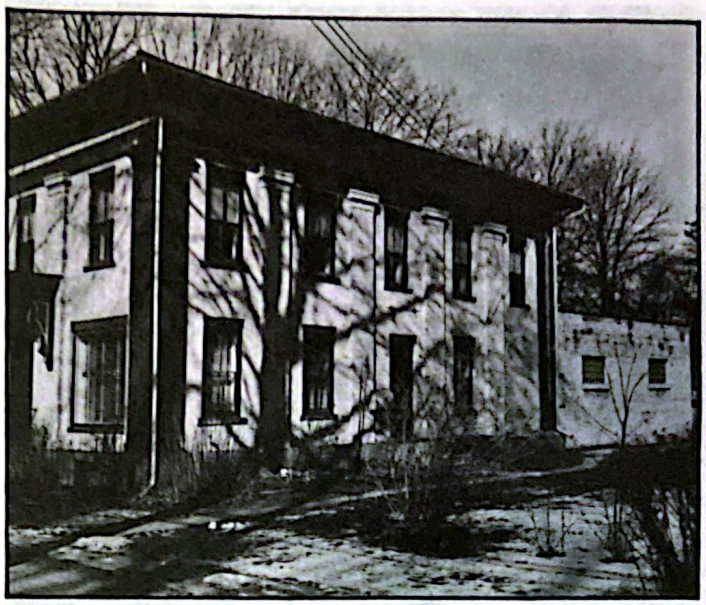
Old aerial lines mark the progress of State Long Distance as telephone service is extended to rural areas.

1929 Sleet storm damage requires extensive repair and replacement of equipment.

1940 Gala 40th anniversary celebration and 37th year of Charles Wiswell's service as president of the company. Honorable Ruth Bryan Owen, daughter of William Jennings Bryan is main speaker.

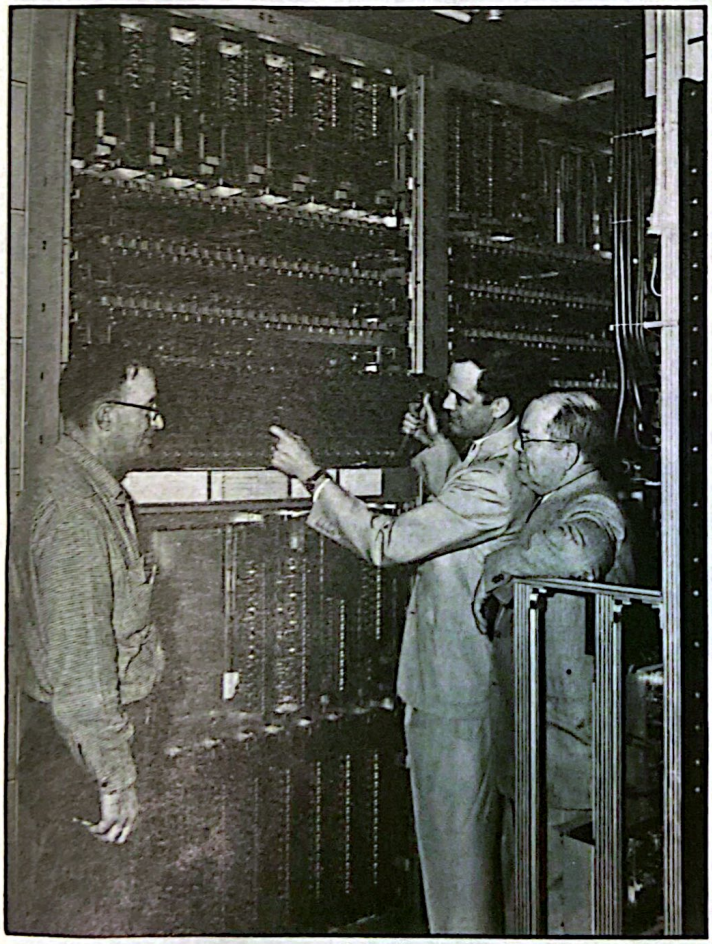
1946 Anna Wiswell succeeds husband Charles Wiswell as president of company following his death. Florence Coleman joins the company as a telephone operator.

1955 Company converts to Kellogg Crossbar dial switching equipment. New addition built to house the "ultimate in dial switching equipment."



New addition to telephone office to permit change to dial system.

A dramatic moment when company president Anna Wiswell makes the first direct dial call over the new system as son Pat and daughter Florence look on.



A Kellogg Crossbar company representative points out new features of the modern switching equipment to Sup't. Howard Vincent and Pat Wiswell.

1973 marks the end of the era of "Number Pleeazze" gals at State Long Distance.

1962 Inception of automatic toll ticketing to permit direct long distance dialing.

1968 Wyman "Pat" Wiswell succeeds Anna Wiswell as president of company.

Congress approves use of Carterphone, extending private mobile radio calls to the telephone network.

1969 FCC opens the long distance market to special common carriers.

1973 Move to present building at 216 West Walworth Street.

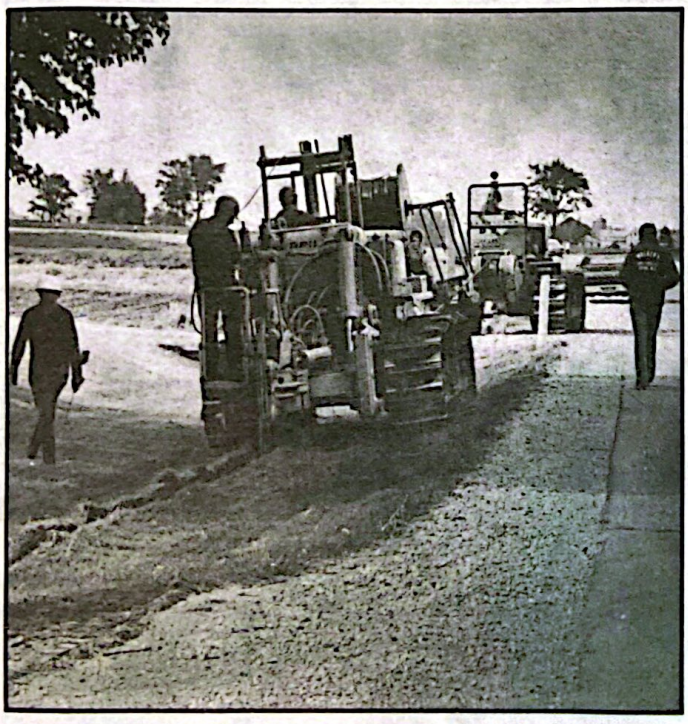
Private lines for all subscribers.

Construction of new telephone exchange building.

Extended area service to Lake Geneva, Delavan, Williams Bay.

Installation of 110 miles of underground cable & automatic toll ticketing.

The end of the "Telephone Operator Era" in Elkhorn area.



Workers undertake massive job of burying 110 miles of underground cable to bring private lines to subscribers.

Private Lines for All Is Good News for SLD Telephone Subscribers

THE JANESVILLE GAZETTE — Friday, January 12, 1973

ELKHORN—Money wise, the $3.2 million improvement of State Long Distance Telephone Co. of Elkhorn tops all current progress in this vicinity.

Privately owned, "SLD" serves an "island" about 7 miles square surrounded by territories covered by the huge utilities, Bell System and Northwest Telephone Co. SLD has about 3,100 subscribers with 5,135 telephones.

State Long Distance was founded in 1900 by Charles H. Wiswell and family descendants still head its operation, though there are other stockholders. Wyman "Pat" Wiswell is president and general manager, his son, William, is vice president and assistant general manager, and Wyman's sister, Mrs. Florence Coleman, is secretary-treasurer. Other directors are W.L. Seymour and W.R. Opitz. All five live in Elkhorn.

Explaining why the small company embarked on such a huge investment, William Wiswell said, "It was a case of acting before we were forced to. The Public Service Commission had set a deadline of 1974 for allowing no more than four parties on one telephone line. would have been impractical costly to revamp our old equ meet this goal. So we dec the way.

Private Lin

"All the way" fo private (one party) lin subscribers, construction ew telephone exchange ll free service to Lake G avan and Williams Bay n of 110 miles of cable and automatic toll- quipment, and, as a matter of a raise in rates.

The application for changes in monthly rates, which have long been lower here than anyplace else, was scheduled by the Public Service Commission for hearing this month of January. PSC approval of company construction plans was given after a 1971 hearing.

The PSC knew that existing equipment limited rural service to eight-party lines, and in recent years SLD had to deny new private lines to everyone but business places. There was no room for further expansion in the existing building.

SLD's all new exchange equipment is being supplied by Graybar Electric Corp. of the United States and manufactured by Nippon Electric of Japan.

Actual awareness of changes to come did not strike most residents until SLD last year began construction of its new central exchange and office building on W. Walworth Street, just west of the former county jail. The new location meant purchase of two lots and removal of two homes.

Then crews of "hard-hat" work came from Oklahoma and tore sidewalks to lay new telepho This created a summer i but the city and residen 500 square feet of new sid t cost

Completi

For the teleph learing up and relayi k was less expensive ng cables under the stre

At time the Oklahoma w eir huge machines were ng miles of underground he country. Most of the crew on to Florida for a winter job and return in the spring, but a few of the en are working here all winter, Wiswell said.

Completion of the improvement is aimed at July 1, 1973. Even before then the telephone office and exchange is expected to move into its expanded headquarters, marking a new era in city history.

SLD has occupied its pre ilding at 114 W. Court St. since 's 55 years. But the buildi there more than a cen ing the northwest corner ouse park, it was built t the Walworth County Jail authorized by the county b

Wi ne telephone company in the historic building. He ow to whom or for what but admitted, "We've had es."

he new main telephone exchange and office on W. Walworth Street has one story and basement with dimensions of about 70 by 150 feet and space for off-street parking.

The second exchange building to serve the Lauderdale Lakes area is a brick structure only 20 by 10 feet located near Lake Wandawega and just west of Highway 12. The property was purchased from a farm owned by Harold Gilbert. Wiswell said that abutting the brick structure will be two "trailers," moved in with switching equipment already installed.

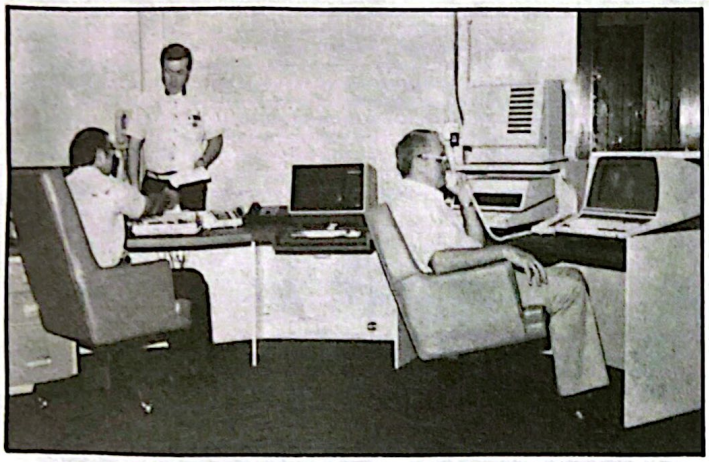
He explained the company is installing nearly all rural cables underground because overhead poles could not support the weight of enough one-party lines for all subscribers. City cables were laid underground only in the business area and out along main line routes. Most of the city residential areas still will have overhead telephone wires.

State Long Distance Telephone Co., will relocate in new offices.

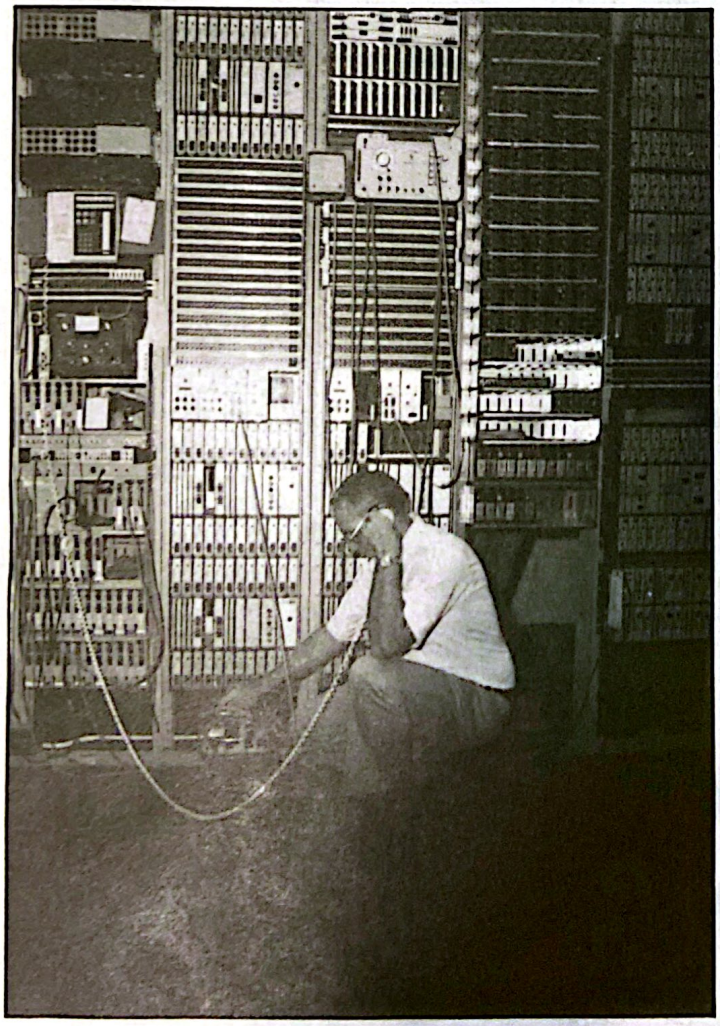
Pat Wiswell announces that SLD is "going all the way" in 1973 by building new offices and purchasing all new exchange equipment.

1980 William Wiswell elected president of the company.

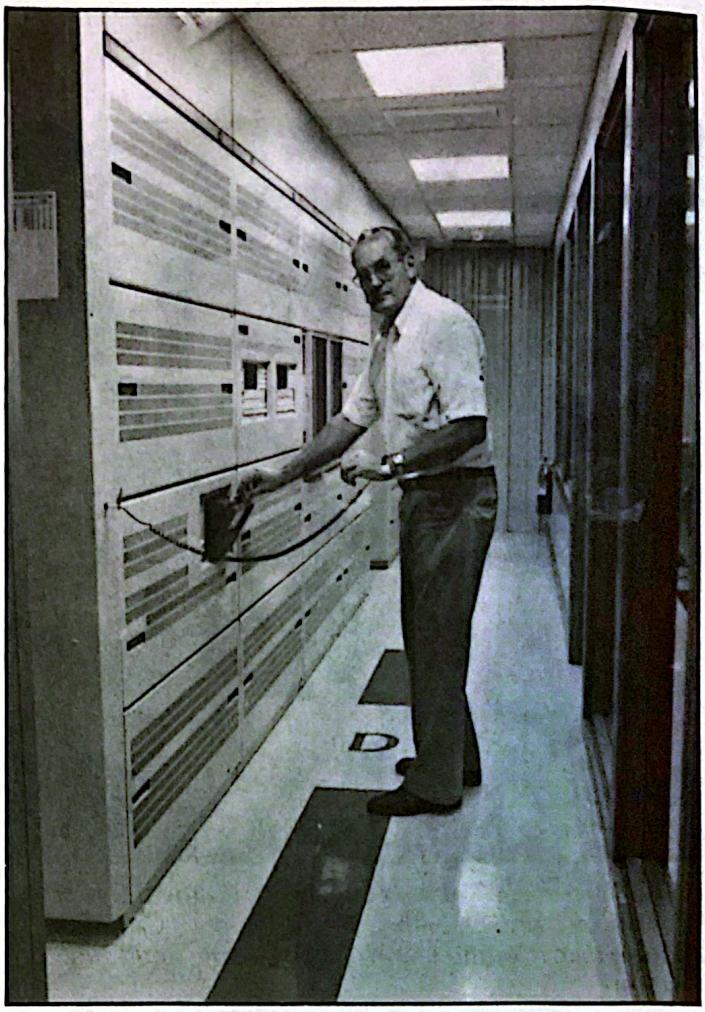
1981 State Long Distance installs computerized record-keeping system.



Bob Klabunde and Ed Staedter program the system control center.



Neukirch checks out former toll line equipment now being used for special services such as data and FX lines.



Reigh Neukirch changes system back-up file on new NEAX switch.

1983 "The Big Switch" to computer controlled digital switching equipment to provide unlimited expansion potential and new customer calling features to subscribers.

Phones, etc. new retail outlet for decorator telephones and designer ceiling fans opens in Lake Geneva.

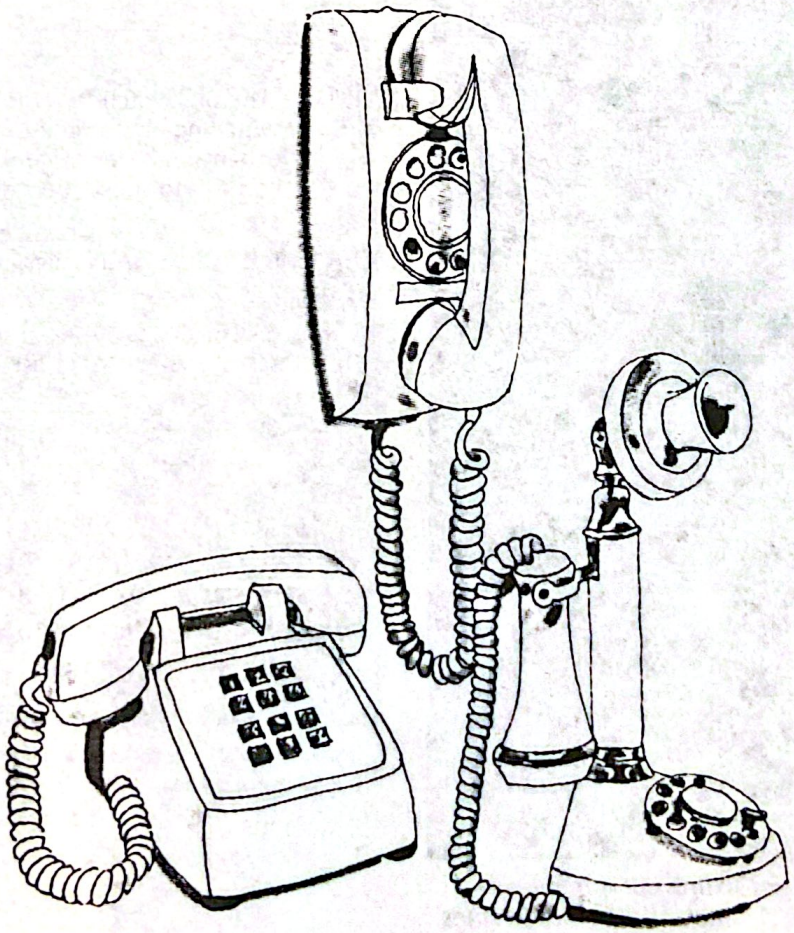
S.L.D. Services, specialists in business equipment sales & service established.

1984 State Long Distance provides new choices for subscribers in terms of billing, equipment purchases and services.

CHANGES, YES, but our commitment remains the same as it was in 1900 -- to keep your telecommunications contacts with the world fast, efficient, effective . . .

The "better half" of the company staff - the front office personnel who keep the records straight - Catherine Boardman, Connie Braun, Becky Cooper and Ruth Myhre.

Link Brellenthin and Grant Wiswell load and check one of the company's 13 service vehicles prior to departing on a "trouble call" assignment.



Where We Are Going

The history of every company which has survived for almost 100 years has to be a saga -- a saga of hard work, devotion to a community, and tough, energetic leadership. State Long Distance has created such a saga.

The commitment undertaken in 1900, to provide the best telephone service to the citizens of this area, has always been the operational incentive for the company.

State Long Distance has indeed been aggressive in seeking out and providing innovative business communications systems and providing new subscriber services.

During the past decade the company has established an impressive list of "Firsts".

- First installation of Electra 28 Digital Key System.
- First installation of NEAX-12 electronic PBX in the United States (120 line extensions
- First installation of 12S Electronic PBX in the United States (72 line extensions)
- First installation of 22S Digital PBX operation in the United States (480 line extensions).
- One of the first telephone companies in the area to activate 911 emergency calling system.
- One of the first in the area to provide customers with Extended Calling Service.
- First area independent telephone company to install NEAX computer controlled digital switching equipment, to permit addition of custom calling features.

That commitment made in 1900 -- to keep your telecommunications contacts with the world fast, efficient, effective has become more challenging than ever before.

Technological developments in the communications field through microwave, satellite and fiber-optics transmissions made the development of new concepts and methods of voice and data transmission inevitable.

Coupled with these massive technological advances came the divestiture of the largest telephone system in the world, ending the regulated monopoly, permitting unregulated competition and freedom of choice.

Your demand for information created the need for equipment geared to today's special challenges in the communications field. Voice-data integrated systems operating as total information management tools will be necessary to manage information more effectively, move and process it with greater speed, and utilize it in a more sophisticated manner. It will be vital to access the hundreds of commercial data services which offer a wide range of information through computer data bases.

The phone of the future will be more mobile, do a host of different tasks, and be part of a complex, far-reaching information network.

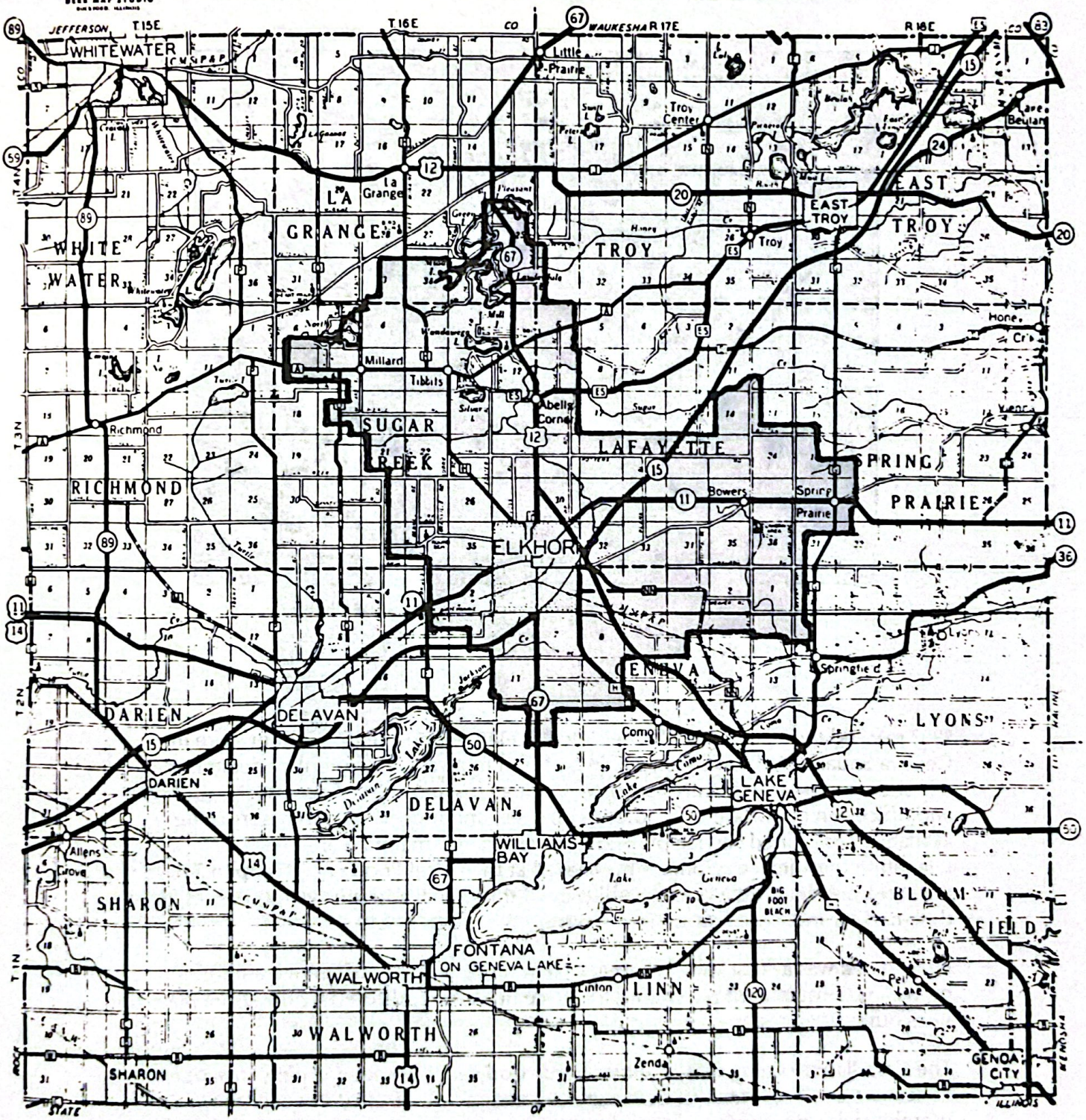
As the future slowly emerges from this unprecedented merger of technology and competition, it will be based on what you -- our subscribers -- seek in terms of products and services and the value you attach to them.

The telephone has become the cornerstone of all future communication systems. And our commitment to providing the best systems in both your home and office, continues.

Our relationship to our subscribers continues to be that of extending our technical expertise based on years of service to this community.

We look forward to the challenges inherent in that relationship. We look forward to putting the technological resources of the future into your hands. We look forward to keeping your telecommunications contacts with the world a little bit faster -- a little bit more effective -- and a lot more efficient.

WALWORTH COUNTY, WISCONSIN



Phones etc.

Phones, etc. innovative retail telephone sales outlet store in Geneva Square Mall, Lake Geneva features varied displays of new designer telephones.

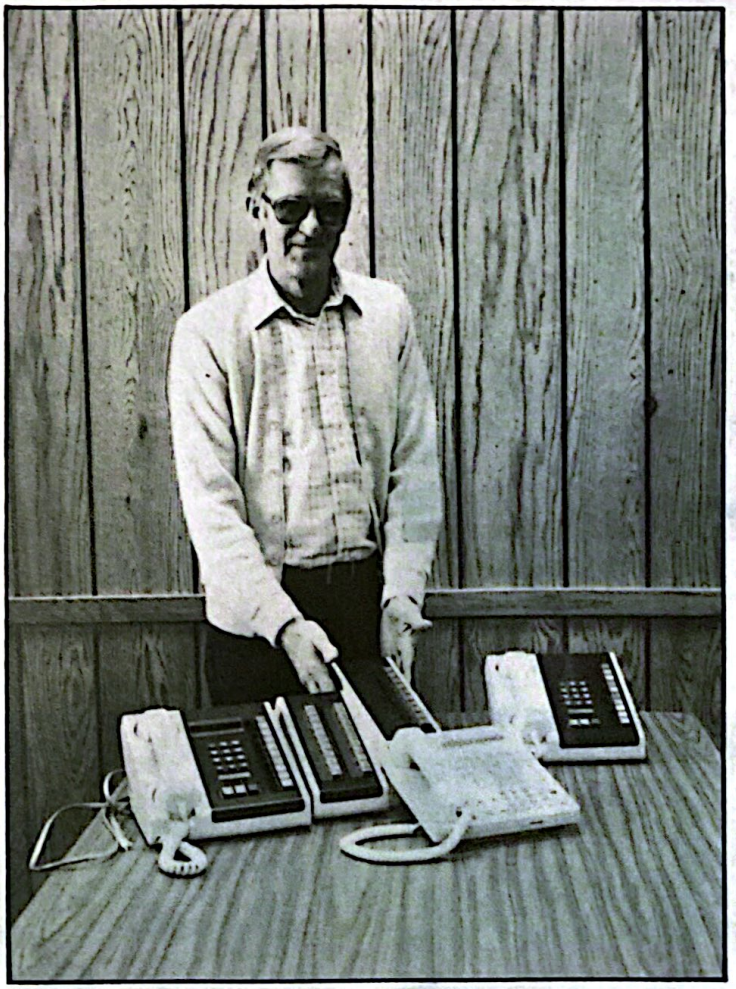
1983 marked the opening of Phones, etc., a retail telephone sales outlet store in Geneva Square Mall, Lake Geneva. In addition to a vast assortment of decorator telephones, the store features designer ceiling fans and related accessories for home and office. An important asset to both business and individual purchasers is the availability of trained service personnel to repair and maintain any telecommunications equipment purchased at the store. Phones etc. is open 7 days per week and features a boutique display of traditional and lifestyle phones especially designed for individual rooms in the home.

Phones etc. was a "first" for this area, in that it provides repair service and references on business equipment purchases, a service not usually offered by other telephone sales outlets.

The CasaBlanca ceiling fans, premier hardwood variable speed ceiling fans, operate to achieve cooling effects in hot weather and a reversal of that effect in the winter, thereby reducing heating and cooling costs.

To augment the decor created through the designer telephones and fans, oak telephone stands, holders and shelves are available.

SLD SERVICES



Dean Burns demonstrates one of the new voice/data integrated systems now available to SLD customers.

SLD Services, a registered trademark of State Long Distance, provides consultation and telecommunications system planning, a complete line of business equipment, and handles installation of business systems, maintenance and service.

SLD communications specialists demonstrate and provide the specific information on a varied assortment of new business systems designed to meet the individual requirements of large and small area businesses. They also serve as telephone consultants for home systems.

SLD Services deals with all new business communications presently on the market -- from sophisticated electronic key sets featuring single or multi-line equipment through comprehensive voice/data integrated systems.

The State Long Distance Telephone Company
Officers and Directors

Officers: *William Wiswell; President, Ellen Wiswell; Vice President, Florence Coleman; Secretary-Treasurer.*

Board of Directors

William Wiswell
Ellen Wiswell
Florence Coleman
Grant Wiswell
William Seymour
William Morrissey
Charles Coleman

Charles Wiswell, Founder & President for 40 Years

Wyman "Pat" Wiswell, President 1968-1980

STATE LONG DISTANCE
TELEPHONE COMPANY